

STUDENT ARTISTS FOR HEALTHY LIFESTYLES VISUAL ARTS CONTEST

★ RULES AND REGULATIONS ★

CONTEST TIMELINE / DEADLINE ★ The *Student Artists for Healthy Lifestyles* contest will begin on February 28, 2005. All entries must be submitted no later than May 5, 2005 by 4:00 pm. Judging will take place on May 25, 2005 and winners will be notified by end of May 2005.

ELIGIBILITY ★ The contest is open to high school students, grades 9 – 12, who attend one of the schools selected to participate in this program. Eligible schools include CBTIS #81 (Agua Prieta, Sonora), Nogales High School (Santa Cruz County), Yuma High School (Yuma County), Baboquivari High School (Tonono O'odham Nation), Douglas High School (Cochise County), CECYTES (Nogales, Sonora), and COBACH (San Luiz Rio Colorado, Sonora).

CONTEST RULES ★ Each student may submit up to two art entries for judging. All entries need to be a visual art.

For example:

PRINT : Poster, newspaper advertisement, magazine advertisement, outdoor advertisement, comic book, photography, animation, painting

VIDEO : TV commercial (:30), skit (1 minute or less), dance (1 minute or less)

INTERNET : Website concept/design, video game concept/design, animation

Entries may focus on 1, or a combination of all 3 healthy lifestyle messages of good nutrition, physical activity, or being tobacco-free in our daily lives.

NON-ENGLISH ENTRIES ★ Entries in Spanish and the O'odham language will be accepted. All non-English entries must be submitted with a back translation, written on the entry form where indicated, as well as list the language used.

WAIVER OF PARTICIPATION ★ Entries submitted will not be returned and will become the property of the Arizona Department of Health Services (ADHS) and Oficina de Salud Pública de la Frontera Sonora Arizona (OSSA). Winning entries may be reproduced and used in ADHS and OSSA marketing campaigns without notice to, or acknowledgement of the designer. A design waiver must be signed and submitted with each entry. Entries not submitted with a waiver will not be accepted. Winning entries for the *Student Artists for Healthy Lifestyles* may not be submitted in any other contest, or used for any other purpose without the written consent of the Arizona Department of Health Services or the Oficina de Salud Pública de la Frontera Sonora Arizona.

ENTRY SUBMITTAL ★ All entries must be submitted no later than Thursday, May 5, 2005 by 4:00 pm. Each entry must be accompanied with BOTH a completed and signed entry form AND a signed waiver, back translation and language used if other than English.

ENTRY FORMATS ★ Print entries need to be mounted on mounting board. Video entries need to be submitted in VHS format. Website entries need to be submitted in CD-ROM or DVD format.

JUDGING CRITERIA ★ All entries will be judged on the following criteria:

STRATEGY : 25 POINTS – Was the strategy behind the entry well thought out? Is the message clearly stated?

CREATIVE CONCEPT : 25 POINTS – Is the creative concept effective in delivering the messages as outlined in the contest rules?

OVERALL : 50 POINTS – Does the entry make an impact? Does the entry give an appropriate message as outlined in the contest rules? Does the concept, visual, and copy of the project work well together?

AWARDS ★ The participating schools will each receive a \$500 grant to be applied to their high school arts program. Each student submitting an entry for judging will receive a *Student Artists for Healthy Lifestyles* T-shirt. There will be student prizes awarded for 1st, 2nd and 3rd places: **1ST** – \$100 gift card, award plaque, and a pair of tickets to an Arizona Diamondbacks game. **2ND** – \$50 gift card, an award certificate, and a pair of tickets to an Arizona Diamondbacks game. **3RD** – \$25 gift card, an award certificate, and a pair of tickets to an Arizona Diamondbacks game.

★ Information regarding **DELIVERY AND SHIPPING OF ENTRIES** on back.



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DELIVERY AND SHIPPING OF ENTRIES ★ Entries will be submitted to the local Partner Organizations as listed below:

COMMUNITY:	HIGH SCHOOL:	DELIVER MATERIALS TO:
Agua Prieta	CBTIS #81	Oficina Binacional attn: DR. HECTOR LLANOS 5 de febrero y Moctezuma Nogales, Sonora 313-79-20
Santa Cruz	Nogales High School	Mariposa Community Health Center attn: SONIA GUERRERO 1852 N. Mastick Way Nogales, AZ 85621 (520) 281-2860 ext. 355
Yuma	Yuma High School	U of A Cooperative Extension attn: Nohemi Ortega 2200 W. 28th St. #102 Yuma, AZ 85364 (928) 726-3904
Tohono O'odham Nation	Baboquivari High School	Tohono O'odham Nation Department of Human Services attn: ROSEMARY LOPEZ P.O. Box 815 Sells, AZ 85634 (520) 383-6200
Cochise	Douglas High School	Cochise County Health Department attn: MARY JANE JOYAL 1415 Melody Lane, Bldg. A Bisbee, AZ 85603 (520) 432-9455
Nogales	CECYTES	Oficina Binacional attn: DR. HECTOR LLANOS 5 de febrero y Moctezuma Nogales, Sonora 313-79-20
San Luis Rio Colorado	COBACH	Oficina Binacional attn: DR. HECTOR LLANOS 5 de febrero y Moctezuma Nogales, Sonora 313-79-20

FOR QUESTIONS REGARDING The *Student Artists for Healthy Lifestyles* contest please contact:

ANGIE LORENZO
Arizona Department of Health Services
(602) 542-2629

DR. CECILIA ROSALES
Office of Border Health
(520) 770-3110

DR. HECTOR LLANOS
Oficina Binacional
Nogales, Sonora
313-79-20